AMENDMENTS TO THE CLAIMS

Please amend the claims as indicated hereafter.

1.   (Currently Amended) A media services <u>client</u> device, comprising:

a memory for storing subscriber identification information; and

a processor configured to receive the subscriber identification information and a media presentation, <u>wherein the subscriber identification information is received via a graphical user interface,</u> wherein the processor is further configured to insert the subscriber identification information into the media presentation, ~~wherein the processor is located in a media services client device~~, wherein the processor is configured to insert the subscriber identification information into the media presentation during a vertical blanking interval of the presentation of the media presentation, wherein the subscriber identification information is invisible to a viewer of the media presentation.

2.   (Canceled)

3.   (Currently Amended) The media services <u>client</u> device of claim 1, ~~wherein the processor is located in a media services client device~~, wherein the processor is configured to receive the ~~subscriber identification information~~ <u>media presentation</u> from an in band pathway delivered from ~~the~~ <u>a</u> media services server device.

4.   (Currently Amended) The media services <u>client</u> device of claim 1, ~~wherein the processor is located in a media services client device~~, wherein the processor is configured to receive the subscriber identification information inputted from a remote control device.

5.   (Currently Amended) The media services <u>client</u> device of claim 1, ~~wherein the processor is located in a media services client device~~, wherein the processor is configured to <u>transmit a media presentation request to an out of band pathway delivered to a media services server device</u> ~~receive the subscriber identification information from an out of band signal, wherein the out of band signal is delivered from the media services server device~~.

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6.   (Canceled)

7.   (Currently Amended) The media services <u>client</u> device of claim 1, wherein the subscriber identification information is write protected.

8.   (Currently Amended) The media services <u>client</u> device of claim 1, ~~wherein the processor is located in a media services client device,~~ wherein the processor is further configured to demultiplex, decrypt, and decompress ~~the subscriber identification information and~~ the media presentation ~~in the media services client device~~.

9-17.   (Canceled)

18.   (Currently Amended) The media services <u>client</u> device of claim 1, wherein the processor is further configured to insert the subscriber identification information into the media presentation to enhance tracing copying of the media presentations.

19.   (Currently Amended) A method for inserting subscriber identification information into media presentations, the method comprising steps of:

        receiving subscriber identification information <u>via a graphical user interface</u>;

        storing the subscriber identification information in memory;

        receiving a subscriber request for a media presentation; and

        inserting the subscriber identification information into the media presentation requested by [[the]] <u>a</u> subscriber, wherein the inserting of the subscriber identification information occurs at [[the]] <u>a</u> media services client device, wherein the media services client device inserts the subscriber identification information into the media presentation during a vertical blanking interval of a presentation of the media presentation, wherein the subscriber identification information is invisible to a viewer of the media presentation.

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20.   (Currently Amended) The method of claim 19, wherein the receiving ~~steps occur~~ subscriber identification information occurs at the media services client device.

21.   (Original) The method of claim 20, wherein the media services client device receives the subscriber identification information and the request for the media presentation from a remote control device.

22-26. (Canceled)

27.   (Original) The method of claim 19, wherein the storing step occurs at the media services client device.

28-29. (Canceled)

30.   (Original) The method of claim 19, further comprising the step of receiving the media presentation from the media services server device.

31.   (Canceled)

32.   (Currently Amended) The method of claim [[29]] 19, wherein [[the]] a media services server device transports the media presentation to the media services client device as a compressed and encrypted media stream.

33-36. (Canceled)

37.   (Original) The method of claim 19, wherein the subscriber identification information is write protected.

38. (New) A media services server device comprising:

a memory for storing subscriber identification information; and

a processor configured to transmit subscriber identification information and a media presentation via a network, wherein the processor is configured to insert the subscriber identification information into the media presentation, wherein the subscriber identification information is invisible to a viewer during the display of the media presentation.

39. (New) The media services server device of claim 38, wherein the processor is configured to receive a request for the media presentation from a media services client device.

40. (New) The media services server device of claim 38, wherein the processor is configured to receive the subscriber identification information from an out of band pathway delivered from a media services client device.

41. (New) The media services server device of claim 38, wherein the processor is further configured to receive a media services client device identifier from a media services client device.

42. (New) The media services server device of claim 41, wherein the processor is further configured to associate the media services client device identifier with the subscriber identification information corresponding to the media services client device identifier.

43. (New) The media services server device of claim 42, wherein the processor is further configured to receive the subscriber identification information from a billing manager system.

44. (New) The media services server device of claim 38, wherein the processor is further configured to transmit the subscriber identification information to a media services client device.

45. (New) The media services server device of claim 38, wherein the processor is further configured to deliver the subscriber identification information in an out of band pathway to the media services client device.

46. (New) The media services server device of claim 38, wherein the processor is further configured to deliver the subscriber identification information in an in band pathway to the media services client device.

47. (New) The media services server device of claim 38, wherein the processor is further configured to encode, compress, and encrypt the subscriber identification information with the media presentation.

48. (New) The media services server device of claim 38, wherein the subscriber identification information is transmitted as part of a data packet of an MPEG transport stream.

49. (New) The media services server device of claim 48, wherein the data packet of the MPEG transport stream includes a program map table that facilitates a media services client device to locate the subscriber identification information.

50.   (New) A method for inserting subscriber identification information into media presentations, the method comprising steps of:

    storing the subscriber identification information in memory at a media services server device;

    inserting the subscriber identification information into the media presentation requested by a subscriber, wherein the inserting of the subscriber identification information occurs at the media services server device; and

    transmitting the subscriber identification information from the media services server device via a network.

51.   (New) The method of claim 50, wherein the media services service device inserts the subscriber identification information into a compressed and encrypted media stream.

52.   (New) The method of claim 50, wherein the subscriber identification information is configured as a compressed and encrypted data portion of the compressed and encrypted media stream.

53.   (New) The method of claim 50, wherein the subscriber identification information is configured as a compressed and encrypted subscriber identification information portion of the compressed and encrypted media stream.

54.   (New) The method of claim 50, wherein the subscriber identification information is transmitted as part of a data packet of an MPEG transport stream.

55.   (New) The method of claim 54, wherein the data packet of the MPEG transport stream includes a program map table that facilitates a media services client device to locate the subscriber identification information.

56. (New) The method of claim 50, wherein transmitting the subscriber identification information occurs by means of an out of band pathway from the media services server device to a media services client device.

57. (New) The method of claim 56, wherein the media services client device is associated with a media services client device identifier recognized by the media services server device.

58. (New) The method of claim 57, wherein the media services server device associates the media services client device identifier with the subscriber identification information.